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## **Ecology, economy are state's true green, gold**

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In the spirit of the unfolding collaboration in Wisconsin on matters environmental and economic, how about a new logo for the state that reflects that new strategy?

The advantage of branding a state as "green" in terms of enlightened environmental policies was witnessed first-hand last October by Wisconsin business and government leaders in Bavaria. That prosperous German state markets itself as one of the "greenest" in Europe.

One of Bavaria's most promoted goals is carbon dioxide reduction via energy conservation.

Wisconsin has impeccable environmental credentials as the home of green leaders like Aldo Leopold, John Muir, Gaylord Nelson and Sam Johnson. Our state hosts a wide range of conservation initiatives, from Green Tier collaboration to a powerful land trust movement to the largest dredging clean-up in history on the Fox River.

We are a very "green" state for environmental initiatives, almost too many to count. So, why not promote it?

It is also widely understood in this state that a healthy economy is a prerequisite for a healthy ecology. A society can't afford a Stewardship Fund to pay for land preservation or \$400 million for the Fox River PCB elimination if the dough isn't generated from a strong business sector.

## **More than a dairyland**

In short-hand, we need the gold to be green. Or, it's "eco squared"- the economy and ecology improving together.

I've run the idea of a "green and gold" brand by a number of local sages. It didn't get a standing ovation, but it didn't run into guffaws or vetoes either.

For more than a decade, the state has gotten nowhere whenever it tried to replace the cow as our central branding image. By default, for instance, a cow ended up on the Wisconsin version of the quarter.

That's not good enough. We are still "America's Dairyland," but we are a lot more than that in the new century.

### **Logo Suggestion**



Look around, and you will see a state transitioning to new-economy businesses that are knowledge-based. Old-economy businesses are also in transition to higher-tech products and processes. That's where the gold lies.

## **Green and gold Wisconsin**

So how about a green and gold brand? How about a rainbow, a hopeful, happy symbol? Yes, it plays off the powerful brand of the Green Bay Packers, but they should love the resonance.

So, here's one shot at such a brand - at no charge to the state. This is just a brain-storming concept. If you have a better idea, send it in. But, before you start, a green and gold cow isn't going to fly.

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